

Zhengyang Huang

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Proficiencies

UI/UX, Visual Design

Prototype, Responsive Design:

Figma, Adobe XD

Motion Graphics:

Adobe After Effects, Premiere Pro, Audition, Lottie Animation

Images, Illustration, Layout:

Adobe Illustrator, Photoshop, Lightroom, InDesign

3D & Game Interactives

Modeling, Shader, Animation,

Photogrammetry:

Blender 3D, Maya, Adobe Substance Painter, RealityCapture

Interaction Design and Dev:

Unity 3D, C#

Front-End Development

Programming, CMS:

Wordpress, Squarespace, Wix, HTML, CSS, Javascript, JQuery, Bootstrap

Accessibility:

Information Architecture, SEO, Web Content Accessibility Guidelines(WCAG)

OS & Office Software

Windows, MacOS, Linux (GNU Bash), Microsoft Office, Google Suite

Soft Skills

Concept Building, Creative Strategy, Time Management, Attention to Details, Communication

Career Experiences

Digital Design, UI/UX, Interaction, Freelance

08/2021 - present

Cribit (AI-Driven Movie Review App)

UI/UX Design and Consultation

**unable to disclose design in portfolio at the moment*

- **User Engagement Analysis:** Identified and resolved 10+ critical issues in the web app with an onboarding process and designs centered around key features, enhancing user flow, site architecture, and visual design.
- **UI/UX Design:** Redesigned the entire mobile-centered prototype in Figma to enhance usability, accessibility, and intuitive user interaction. Received positive user feedback in A/B Testing.
- **Visual Content Creation:** Created engaging content, over 5 illustrations, and interactive assets using GPT4, Stable Diffusion and Adobe Suite.
- **Collaborative Achievement:** Collaborated with a team of 3 Designers to refine project edits and led productive 30-minute meetings to discuss goals, edits and feedback.

Kindred Spirit (Film Production)

Web Design, Graphic Design, UI/UX, Front-end Development

- **Web Transformation:** Led the redesign and development of the company's [Squarespace site](#), from prototyping to launch within 4 months.
- **Experience Enhancement:** Designed 10+ custom UI widgets, created bilingual content structure. and optimized content to improve interactivity, responsiveness, and content grouping.
- **User Engagement:** Improved SEO and site accessibility, leading to a first-page Google ranking for 5 major search terms, increasing organic traffic by 35% and reducing bounce rate by 20%.
- **Project Management:** Managed project communications with stakeholders, aligning design direction and timelines, reducing delivery times and ensuring thorough documentation for future updates.

Global Talent Link (Youth Education)

Visual Design, Videography, Wordpress Design and Dev

- **Visual Strategies:** Upgraded brand visuals and storytelling by creating 45+ visual assets including logos, illustrations, web animations, video, motion effects, and layout designs.
- **Website Transformation:** Overhauled [WordPress site](#) to enhance user experience, content organization, and responsive design, adhering to brand guidelines and managing content across 4 services.

Press

[Fermynwoods Focus – Zhengzhou and Zhengyang Huang](#),
Fermynwoods Contemporary Art, 2023

[Xylophobia: Online](#), Fermynwoods Contemporary Art, 2023

[Virtual Poster Exhibition SLSA](#),
Society for Literature, Science, and The Arts, 2021

[Image at Surface](#), Artsy, 2019

Awards

Clifton Webb Scholarship,
University of California Los Angeles, 2021

Dr. Hyman Eugene Oxman & Frieda Dreyer Oxman Fellowship,
University of California Los Angeles, 2021

Alumni Association Award, William & Mary, 2019

Honors Research Project Fellowship, William & Mary, 2018

Phi Beta Kappa, Member Initiation, Alpha of Virginia at the College of William and Mary, 2018

The Joseph Palin Thorley Memorial Scholarship for the Study of Art, William & Mary, 2017 - 2018

- **Video Campaign:** Produced a [marketing video](#) that achieved a 150x increase in views by incorporating educational content with dynamic animations for maximum impact.
- **Cross-Team Collaboration:** Led cross-functional collaboration with 4 teams including marketing, service, and development, coordinating 5+ project deliveries and resolving technical issues.

[Voyageurs Creative Bureau LLC. \(Design Solutions\)](#) Visual Design, UI/UX

- **Visual and Experience Strategies:** Developed 2 iterations of visual and interaction design strategies, including storyboards and prototypes.
- **Brand Building:** Created wireframes in Adobe XD and motion effect demos to enhance brand identity and interactivity based on client needs.
- **Project Initiation:** Initiated projects by collaborating with the two founders to define brand image, project scope, and targeted CMS.

Art Experiences & Exhibitions

Led diverse creative projects across motion, visual design, VR video, 3D animation, web interaction, real-time game engine applications.

- [At Home](#), 2023 [IKEA Residency](#), Los Angeles, CA, 04/2024 - 05/2024
- [Xylophobia: Online](#), [Fire](#), Fermynwoods Contemporary Art, online, 04/2023 – 04/2024
- [Society for Literature, Science, and The Arts Poster Exhibition](#), [Air](#), [Water](#), [Fire](#), Penny W. Stamps School of Art & Design at the University of Michigan, Ann Arbor, 09/2021
- [The Last Online Show](#), [Air](#), [Water](#), [Fire](#), Design Media Arts MFA thesis show, UCLA, Los Angeles, CA, 05/2021
- [Air](#), solo show, UCLA, Los Angeles CA, 02/2021
- [Share Screen](#), [Artstrology](#), Design Media Arts fall preview show, UCLA, Los Angeles, CA, 10/2020
- [Image at Surface](#), solo show, Linda Matney Gallery, Williamsburg, VA, 04/2019
- [A Sense of Occasion](#), Andrews Gallery, Williamsburg, VA, 05/2019
- [Transposition: Asian Cultures](#), [Fan Impromptu](#), Linda Matney Gallery, Williamsburg VA, 02/2018

Education

University of California, Los Angeles, Extension, CA **09/2022 -12/2023**
Application Programming: *Web App Development*, *.Net Framework*, *SQL*
Data Science: *Data Visualization*, *Machine Learning*, *Relational Database Modeling*

University of California, Los Angeles (UCLA), CA **09/2019 - 06/2021**
MFA, Design Media Arts

College of William and Mary, Williamsburg, VA **08/2015 - 05/2019**
BA, Visual Arts Studio